



EU Action Plan on Childhood Obesity

2014 – 2020

EU HLG on Nutrition &
Physical Activity
(Netherlands & Sweden)



EU Action Plan on Childhood Obesity

- Irish Presidency Initiative
- Agreement of all EU Health Ministers
- Commissioner Borg to mandate HLG
- HLG requested AP within 1 year
- 1st step-EU agreement on Policy Actions
- Working Group established

Working Group

- 10 MS countries involved
Germany(2) Belgium Cyprus Finland
France Greece Hungary Slovenia
Switzerland and Ireland

Top line agreements

1. Timeframe -2014-2020
2. Builds on the EU Strategy on Nutrition, Overweight and Obesity
3. Action Plan voluntary for MS
4. Midway review of progress- 2017
5. Opportunity to revise Action Plan

EU Framework text

- Childhood obesity rates at a worrying trend
- Increase from 1 in 4 to 1 in 3 –2008 to 2010
- Health effects of childhood obesity and physical inactivity
- Multi-dimensional aspects of obesity
- The Strategy for Europe on Nutrition, Overweight and Obesity-related Health issues
- Childhood obesity as a priority focus
- The support for an EU wide action plan on childhood obesity

Objective

The overarching goal of the Action Plan is to contribute to halting the worrying rise in childhood obesity by 2020.

Overarching actions

- The Action Plan aims to support MS in developing their policies to tackle childhood obesity. These are expected to vary across countries in order to best address local needs.
- MS can share good practices and develop compatible tools to monitor their national policies on childhood overweight and obesity through a Joint Action.

Main actors and competences

- EU Member States
- EU Commission-HLG & EU Platform
- Civil Society Stakeholders
- Supportive role for WHO and other international agencies

Civil Society Stakeholders

- Health, education, consumers, and sport NGOs
- Industry, including the agricultural sector (and EU Platform)
- Universities and research institutes

8 Areas of Action

- Support a healthy start in life;
- Promote healthier environments, especially in schools and pre-schools;
- Make the healthy option the easier option;
- Restrict marketing and advertising to children;
- Inform and empower families;
- Encourage physical activity;
- Monitor and evaluate;
- Increase research.

EU Action Framework

- Took 8 challenging action areas
- WG developed a Framework re each of the eight actions
- Headings – Operational objective, Action, Responsible party, Indicator(s), Data collection and assessment mechanisms and Time

Work process

- Two WG meetings
- Three HLG meetings
- One presentation to EU Platform
- Four Draft Action Plans-validation
- Agreed a traffic light colour coded system of actions

HLG Draft: Colour coding of actions

- **Green**: achievable (realistic)
- **Yellow**: ok (MS not in favour of this action)
- **Red**: not realistic
- Based on input from the Working Group
- Agreed Green Actions to form AP

Major issues

- Define age of child - 0-18
- Socially disadvantaged-included in all actions
- Physical Activity- one of the 8 action areas
- Agreed that AP should allow for different starting positions of MS

Draft 3

- 4 Drafts circulated to MS- following discussion at HLG -21.01.14
- 1st Validation- 28.01.14
- EU Platform comments and action pledges discussed- 06.02.14
- HLG Agreed final validation 24.02.2014

Area for Action 3

Make the healthy option, the easier option

Main priority: to ensure a wide availability of healthy food choices to children

Operational objectives

- Make the healthy choice, the easy choice
- Increase food reformulation actions
- Continue to address portion size



Actions

- Develop on a voluntary basis a clear sign posting scheme promoting healthy options in schools
- Promote healthy vending in schools
- Continue to encourage food producers to reformulate child friendly foods and drinks
- Continue to encourage food producers to reduce portions to more child friendly size

Responsible party

■ Member States



Indicator(s)

- Number of countries implementing a voluntary signposting scheme
- % of primary schools implementing a voluntary signposting scheme
- Number of reformulated products
- Number of child-friendly portion sizes

Data collection and assessment mechanisms

- Existing surveys & surveillance e.g
- COSI - Childhood Obesity Surveillance Initiative -WHO
- NOPA –Nutrition & PA database- WHO
- EU Joint Research Centre –e.g school food policy mapping

Target

- 50 % of MS have protected school environments (restriction of vending machines or sign posting or implemented quality standards)
- No violation of the “no sponsorship”
- Wider range of children’s products reformulated to reduce fat, salt and sugar
- More child-friendly portion sizes

Next Steps

- EU HLG invites EU Platform to propose actions/pledges to support the implementation of Action Plan
- A Joint Action by EU MS starting 2015 to take forward actions in Action Plan
- Action Plan available on europa.eu